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one of the first magnetic structures comprises  
 magnetic material that is not a magnet located laterally  
 adjacent to the first axially magnetized magnet;  
 one of the second magnetic structures comprises  
 a second axially magnetized magnet having its magnetic  
 axis oriented perpendicular to the second connector  
 mating interface; and  
 one of the second magnetic structures comprises magnetic  
 material that is not a magnet located laterally adjacent to  
 the second axially magnetized magnet;  
 wherein as the first connector mating interface approaches  
 the second connector mating interface:  
 the first axially magnetized magnet is attracted to the  
 second magnetic structure comprising magnetic  
 material that is not a magnet;  
 the first axially magnetized magnet is repelled from the  
 second axially magnetized magnet; and  
 the second axially magnetized magnet is attracted to the  
 first magnetic structure comprising magnetic material  
 that is not a magnet.

13. The electrical connector system of claim 1 wherein the  
 magnetic flux density through the second electrical contacts  
 is higher than the magnetic flux density through the space  
 between adjacent second electrical contacts.

14. The electrical connector system of claim 1 wherein the  
 connector system provides electrical continuity through a  
 wall of a case for an electronic device.

15. The electrical connector system of claim 1 wherein the  
 plurality of first electrical contacts or the plurality of second  
 electrical contacts at least partially define a portion of a letter  
 or logo.

16. The electrical connector system of claim 1 wherein the  
 one or more second magnetic structures comprise magnetic

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material that is not a permanent magnet and wherein the  
 smallest distance from a second electrical contact to a second  
 magnetic structure is less than the smallest distance from the  
 second electrical contact to the compliant substrate.

17. The electrical connector system of claim 16 wherein  
 the compliant substrate comprises an aperture and wherein a  
 portion of a second magnetic structure extends through the  
 aperture.

18. The electrical connector system of claim 1 wherein the  
 first magnetic structure comprises

an axially polarized magnet having a first magnetic pole  
 face and a second magnetic pole face wherein the flux  
 path inside the magnet between the first and second  
 magnetic pole faces is substantially parallel to the first  
 connector mating interface; and

a first ferromagnetic pole piece proximate to the first mag-  
 netic pole face; and

a second ferromagnetic pole piece proximate to the second  
 magnetic pole face.

19. The electrical connector system of claim 18 character-  
 ized by a magnetic flux circuit wherein the magnetic flux  
 circuit comprises a path through the first magnetic pole face,  
 the first ferromagnetic pole piece, a first electrical contact, a  
 second electrical contact, a second magnetic structure, the  
 second ferromagnetic pole piece and the second magnetic  
 pole face.

20. The electrical connector system of claim 18 comprising  
 an electronic substrate wherein a portion of the electronic  
 substrate is positioned between the first magnetic pole face  
 and the first ferromagnetic pole piece.

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